

**1st QUARTER 2009 PUBLIC SERVICE  
ANNOUNCEMENTS-WTVA, WLOV, WKDH TV**

S.A.F.E. Jeans for Justice Day April 8<sup>th</sup> was promoted in March, where people “buy” the right to wear jeans. Fundraiser for S.A.F.E.

Open house for “Building Blocks” non-profit in Tupelo, Ms on April 4<sup>th</sup> was promoted in March.

Spring Bridal Fair March 22<sup>nd</sup> to benefit American Cancer Society.

Multiple Sclerosis Society “MS Walk” on March 28<sup>th</sup>.

Big Brothers Big Sisters Bowl for Kids Sake in Tupelo March 28<sup>th</sup> and Starkville April 16<sup>th</sup> promoted in March.

Mason’s Child ID Program...free ID’s and kits provided for parents and law enforcement to help track kids.

LIFT, Inc. free tax help offered through April 11<sup>th</sup>. Promoted in February and March.

Tupelo Boy Scouts offer free service to elderly to install converter boxes to get digital TV.

Amory Junior Auxiliary Charity Ball March 21<sup>st</sup>.

Tupelo Junior Auxiliary Charity Ball February 6<sup>th</sup>.

Oxford Heart Ball benefiting the American Heart Association February 14<sup>th</sup>.

Corinth Junior Auxiliary Dream Home tickets on sale in February.

St. Jude Dream Home tickets on sale –March 2009.

Delta Sigma Theta Sorority Dance January 24<sup>th</sup> in Tupelo, Ms.

March of Dimes March for Babies May 2<sup>nd</sup> walk promoted throughout quarter.

American Red Cross January concert to benefit Red Cross with Jazz Artist Grady Nichols.

Salvation Army Empty Bowls Luncheon February 25<sup>th</sup> to benefit food pantries in North Mississippi.

Jefferson Awards for Public Service call for entries promo ran January through March.

DTV Seminars March 20 in Columbus and March 27<sup>th</sup> in Tupelo. WTVA sponsored these free seminars to inform public about DTV Transition.